

## Marketplace Portfolio Custom Promo Guidelines

These guidelines have been written to align with the Marketplace portfolio brand — including *Marketplace*, *Marketplace Morning Report*, and *Marketplace Tech* — and to ensure that its editorial integrity and independence is maintained. Program producers and presenters have the final say in editing scripts and may request changes in order to maintain editorial or production standards.

What is in line with Marketplace promo production policy:

- It is acceptable to publicize and promote any content that is under Marketplace editorial control.
- Marketplace presenters can publicize and promote purely Marketplace content-related messages and the value of Marketplace content.
- On-air promotion for an event is allowed if the focus of the event is specifically on a Marketplace program or talent.
- Custom promo requests should strive to match the general style, voice, tone and pacing of the Marketplace presenter that is recording the audio.
- Promo requests exceeding 15 seconds, must have their own request form. Please do not use one form for multiple 15+ second requests.

What is in breach of Marketplace promo production policy:

- The Marketplace brand must not endorse or appear to endorse any outside companies or organizations, its products, activities, services, views or opinions. This includes all third-party endorsements.
  - Example – Kai Ryssdal: “On <Station>, hear great reporting on programs like Marketplace, 1A, Morning Edition and All Things Considered.”
- Marketplace presenters may not read underwriting for individual stations.
  - Example – Molly Wood: “Support for <Station> comes from ABC. Inc...”
- Trailing or endorsing a fundraiser/paid event which is not Marketplace-organized is not acceptable.
- Custom promos should not exceed 60 seconds in length.

*Custom fundraising promo example in line with Marketplace promo production policy:*

“Hey there, it’s Kai Ryssdal host of Marketplace which you can hear every weekday here on <station>. The stories about business and the economy that you hear on <station> would not be possible without contributions from people like you. Please show your support during their pledge drive, which runs through next week, by visiting <station> dot org or by calling <number> and help <station> continue to bring you great programming like Marketplace each and every day. Thanks for your support!”

*Custom event promo example in line with Marketplace promo production policy:*

“Hi everybody, David Brancaccio here. You hear me every morning on the Marketplace Morning Report here on <station>, but on <date> you can catch me speaking live and in-person at <venue>, talking about aging and financial vulnerability at <event> in <city, state>. For more details, visit <station> dot org.”